

Note this label. It means exactly what it says—“simon pure” leaf lard, in the pail, without an ounce of other fat in it. Moreover, it is the lard of selected leaf, refined by the best process yet invented—an absolutely pure, “dry,” perfect product—the very cream of lard. And the government seal—that strip of tin across the top, bearing the “U. S. Inspected and passed” stamp. There’s Uncle Sam’s guaranty that this lard is pure leaf. And you know pure leaf lard is the best of all shortening. But—“to be sure use ‘Simon Pure.’”